GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1226
ANSWERED ON:07.12.2015
Tourism Potential of Jharkhand
Mahato Shri Bidyut Baran

Will the Minister of TOURISM be pleased to state:

(a) whether the Government proposes to launch a new campaign to publicise the tourism potential of Jharkhand and promote its incredible tourist places internationally; and
(b) if so, the details and the salient features thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) & (b): The promotion of tourist destinations and products is primarily the responsibility of the concerned State Government/Union Territory Administration.

The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets, including the various tourism destinations and products of every State/Union Territory of the country.

The Ministry of Tourism releases campaigns in the international and domestic markets, produces publicity & promotional material and promotes various destinations of India on its website, under the Incredible India brand-line, to promote various tourism destinations and products of India including those in Jharkhand.
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